

## Message Text

UNCLASSIFIED

PAGE 01 SEOUL 03928 120750Z  
ACTION EA-09

INFO OCT-01 EB-07 ISO-00 /017 W  
-----130539Z 046209 /10

R 120410Z MAY 77  
FM AMEMBASSY SEOUL  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 3833

UNCLAS SEOUL 3928

E.O. 11652: NA  
TAGS: BEXP, KS  
SUBJECT: WTDR/FTI - JUN HEUNG TRADING CO., LTD.

1. KOREA 2. CNTRY CODE: 580 3. SER NO.: NA

4. JUN HEUNG TRADING CO., LTD.

4A. 4B. CODE: A 4C. CODE: X

5. CPO BOX 6115; ROOM 1001 SAM KOO BLDG., 70 SOKONG-DONG,  
CHUNG-KU

6. SEOUL 100, KOREA

7. ESTABL: 1968 8. EMPL: 570 9. SIZE: (20-X) MEDIUM

10. 10. REPUTATION: (22-X) GOOD

11. SELLS ITS PRODUCTS IN FOLLOWING FOREIGN AREAS LISTED IN ORDER  
OF IMPORTANCE: EASTERN ASIA, CANADA, EUROPEAN COMMON MARKET,  
AND U.S.

12. RPT DATE: 05/77

12A. 23290/04 MFR. & EXP. OF SKI JACKETS, QUILTED JACKETS AND  
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OTHER SPORTING JACKETS.

13B. 23860/04 MFR. & EXP. PVC JACKETS.

14. CONTACT: J.S. JUN TITLE: PRESIDENT

15. CABLE: JUNSWEAR, SEOUL 16. TELEX: JUNSAGE K26316

17. TELEPHONE: 22-8111/15

18. FINANCIAL REF: MEDIUM INDUSTRY BANK (KURO BRANCH), CPO BOX 4113, SEOUL 100; COMMERCIAL BANK OF KOREA, CPO BOX 126, SEOUL 100.

19. TRADE REF: SEARS, ROEBUCK & CO., CHICAGO, IL 60684.

20. FOREIGN FIRMS REPRESENTED: NONE.

21. FIRM IS KOREA'S LEADING MANUFACTURER OF JACKETS, SUCH AS SKI JACKETS, QUILTED JACKETS, ANORAK JACKETS AND PVC JACKETS.

FIRM OWNS AND OPERATES GARMENT PADDING MANUFACTURING PLANT AND JACKET MANUFACTURING PLANT, BOTH IN SEOUL. PADDING PLANT HAS MONTHLY PRODUCTION CAPACITY OF 750,000 YDS OF PADDING. JACKET PLANT IS EQUIPPED WITH 297 INDUSTRIAL SEWING MACHINES AND HAS MONTHLY PRODUCTION CAPACITY OF 100,000 JACKETS. FIRM IS ALSO LICENSED TRADER, OFFICIAL STATUS REQUIRED IN KOREA TO HANDLE EXPORTS AND IMPORTS DIRECTLY. IN 1976 FIRM EXPORTED ITS PRODUCTS VALUED AT \$4.9 MILLION; AND IMPORTED NYLON FABRICS AND ACCESSORIES FOR MANUFACTURE OF ITS PRODUCTS VALUED AT \$1.8 MILLION FROM JAPAN. REGISTERED AS JOINT-STOCK COMPANY, FIRM HAS PAID-IN CAPITAL OF \$144,000. FIRM'S SHARES ARE OWNED BY PRESIDENT J.S. JUN 34.4 PERCENT; MANAGING DIRECTOR JUN SEUNG-HYUN 8.6 PERCENT; LEE KANG-SOO 21 PERCENT; KIM SOO-IL 10 PERCENT; LEE BYUNG-JUN 8.3 PERCENT. UNCLASSIFIED

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PERCENT; LEE CHONG-WOOK 8.1 PERCENT; AND BALANCE OF 9.6 PERCENT AMONG FOUR OTHERS. FIRM'S FINANCIAL STATEMENT, AS OF 12/31/1976, SHOWS (IN THOUSANDS OF US DOLLARS); CURRENT ASSETS, 549; FIXED ASSETS, 855; TOTAL ASSETS, 1,413; CURRENT LIABILITIES, 873; FIXED LIABILITIES, 248; NET WORTH, 292; AND NET PROFIT FOR 1976 IS SAID TO BE 172. FIRM'S RATIO OF CURRENT ASSETS TO CURRENT LIABILITIES (CURRENT RATIO) IS 0.6 AND ITS RATIO OF CURRENT LIABILITIES TO NET WORTH (CURRENT LIABILITIES RATIO) IS 3.0. AVERAGE ABOVE RATIOS TYPICAL TO KOREAN MANUFACTURERS OF WEARING APPAREL IN 1975 WERE 0.9 AND 4.1, RESPECTIVELY. FIRM'S FINANCIAL STANDING IS AVERAGE FOR KOREAN MANUFACTURERS OF WEARING APPAREL. FIRM'S PRESIDENT, J.S. JUN (JUN JONG-SEO), IS ALSO VICE CHAIRMAN OF KOREA GARMENT MANUFACTURERS ASSOCIATION. POST RECOMMENDS FIRM AS TRADE CONTACT FOR INTERESTED U.S. FIRMS.

22. PREPARED BY: C.N. HONG APPROVED BY: E.W.M. BRYANT

AT: AMEMBASSY, SEOUL  
SNEIDERH

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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01-Jan-1994 12:00:00 am  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
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**Decaption Date:** 01-Jan-1960 12:00:00 am  
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**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
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**Review Release Event:** n/a  
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**Review Withdrawn Fields:** n/a  
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**Status:** NATIVE  
**Subject:** WTDR/FTI - JUN HEUNG TRADING CO., LTD.  
**TAGS:** BEXP, KS  
**To:** COM  
**Type:** TE  
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**Review Markings:**  
Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
22 May 2009  
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